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AN EXPLANATORY REPORT ON THE STUDY OF NATURAL AREAS OF TRADE IN THE UNITED STATES AND A GUIDE TO THE METHODOLOGY USED IN ITS PREPARATION

By
Robert A. Dier

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F O R E W O R D

This study was undertaken under the supervision of Leon Henderson, Director of the Research and Planning Division of the National Recovery Administration to establish a factual basis for the solution of certain problems encountered in the administration of the Retail and Wholesale Codes.

The data presented here, together with the Trade Area Maps, indicates how the duplication and overlapping of administrative facilities may be minimized, how territories may be most efficiently travelled and, in general, provides for the maximum economy in administrative control.

Other uses are of course apparent. For example, it has long been desirable to establish units of territory, which would provide a basis for making the statistics gathered by various government departments comparable. The areas designated here could readily be used for this purpose since they approximate the areas upon which the Federal Reserve System now reports statistics.

Although the present study was intended primarily for use in connection with the distribution codes it can, with slight adaptations, be made applicable to many manufacturing and service industries.

L. C. Marshall
Director Division of Review

13 My 36

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* * *

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Retail Trading Areas
(based on the department store experience, following study by the J. Walter Thompson Company.)

District Agency Areas for the Radio Wholesaling trade--study by the Radio Wholesaling Code Authority.

Other Publications

Leading Department Stores, published by International Magazine Company, 1934.

Leading Advertisers, published by Curtiss Publishing Company, 1933.

A survey of Economic Data of the Eastern Rocky Mountain Region, published by Rocky Mountain Economic Council.

The Law of Retail Gravitation--Wm. J. Reilly--published by G.P.Putnam's Sons, 1931.

Methods for the Measurement of Retail Trade Territories--Wm. J. Reilly--published by G.P.Putnam's Sons, 1931.

The Federal Reserve System, by H. Parker Willis.

Rand Mc Nally Commercial Atlas--1934.

DESCRIPTION OF MAPS

* * *

The results of this study are graphically presented in map form. These maps appear under separate binding and indicate 37 economic divisions of the United States. Each of these 37 economic "states" is subdivided into Primary Trading Areas of which there is a total of 372 in the United States. Some of these Primary Trading areas contain, within their boundaries, one or more Secondary Trading Areas, of which there are 268.

An enlarged map of the New York City Multiple Trading Market is included to show this densely populated metropolitan area in more detail than was possible otherwise.

LOCATION OF BOUNDARIES

* * *

Trade area boundaries are drawn along county lines except when the evidence shows that the trade of any particular county is divided between two trade areas. In such instances the dividing line is drawn across the county on Minor Civil Division lines. Should the trade of a particular township (Minor Civil Division) be divided, the entire township is included in that adjacent trade area having the dominant trade influence. Township lines are followed in such cases because the Minor Civil Division (township) is the smallest political unit for which comprehensive statistics are gathered.

The Files of the Division of Research and Planning contained a master set of Minor Civil Division Maps which gave the official location of any line deviating from county boundaries.

The 37 Economic Divisions of the United States

as designated by this study

* * *

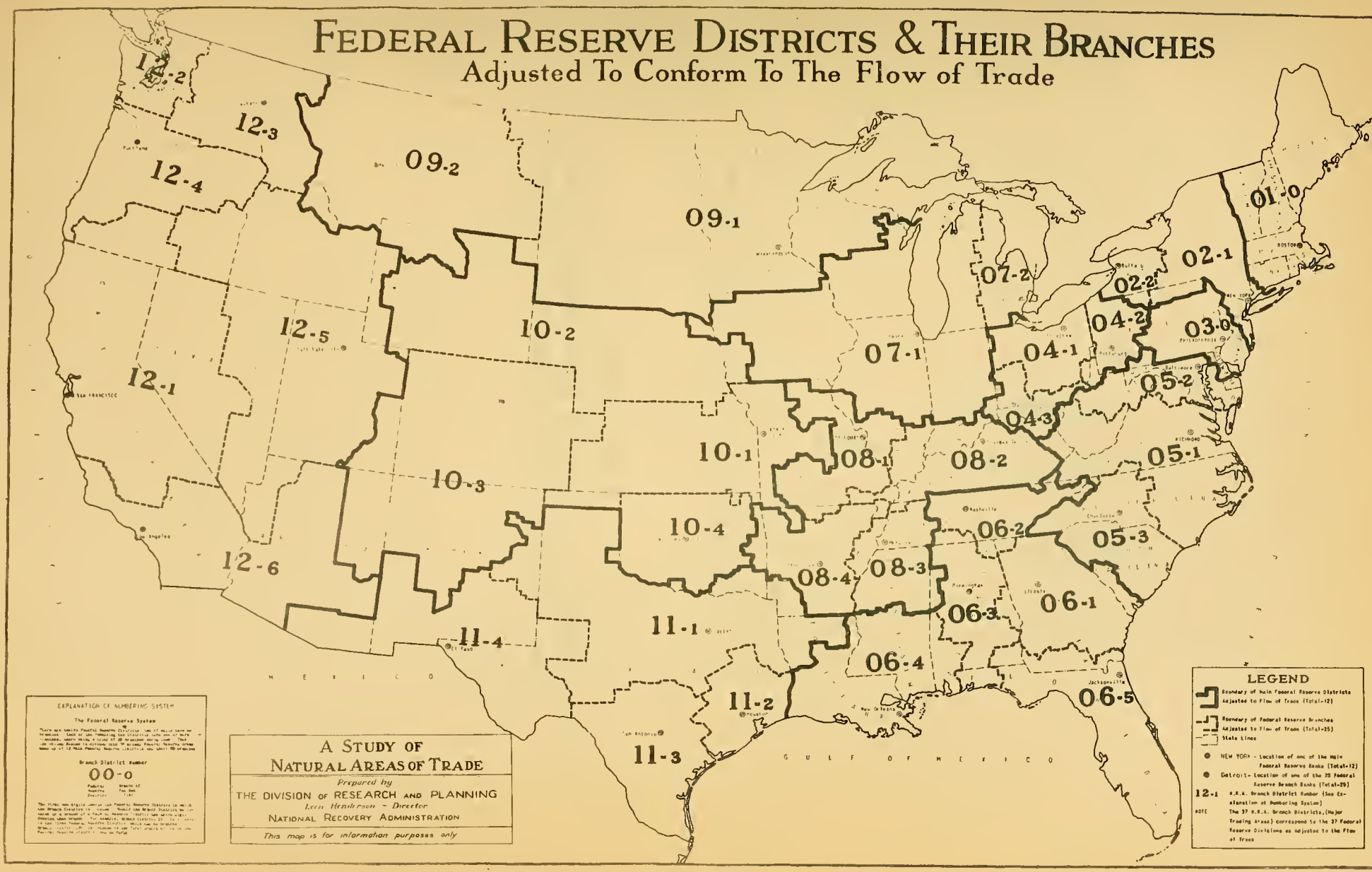
Reproduced from

"A STUDY OF NATURAL AREAS OF TRADE IN THE UNITED STATES"

Research and Planning publication February 1935

FEDERAL RESERVE DISTRICTS & THEIR BRANCHES

Adjusted To Conform To The Flow of Trade



EXPLANATION OF NUMBERING SYSTEM

The Federal Reserve System

Branch District Number

00-0

A STUDY OF
NATURAL AREAS OF TRADE

Prepared by
THE DIVISION OF RESEARCH AND PLANNING
Leon Henderson - Director
NATIONAL RECOVERY ADMINISTRATION

This map is for information purposes only

LEGEND

Boundary of Main Federal Reserve Districts Adjusted to Flow of Trade (Total-12)

Boundary of Federal Reserve Branches Adjusted to Flow of Trade (Total-25)

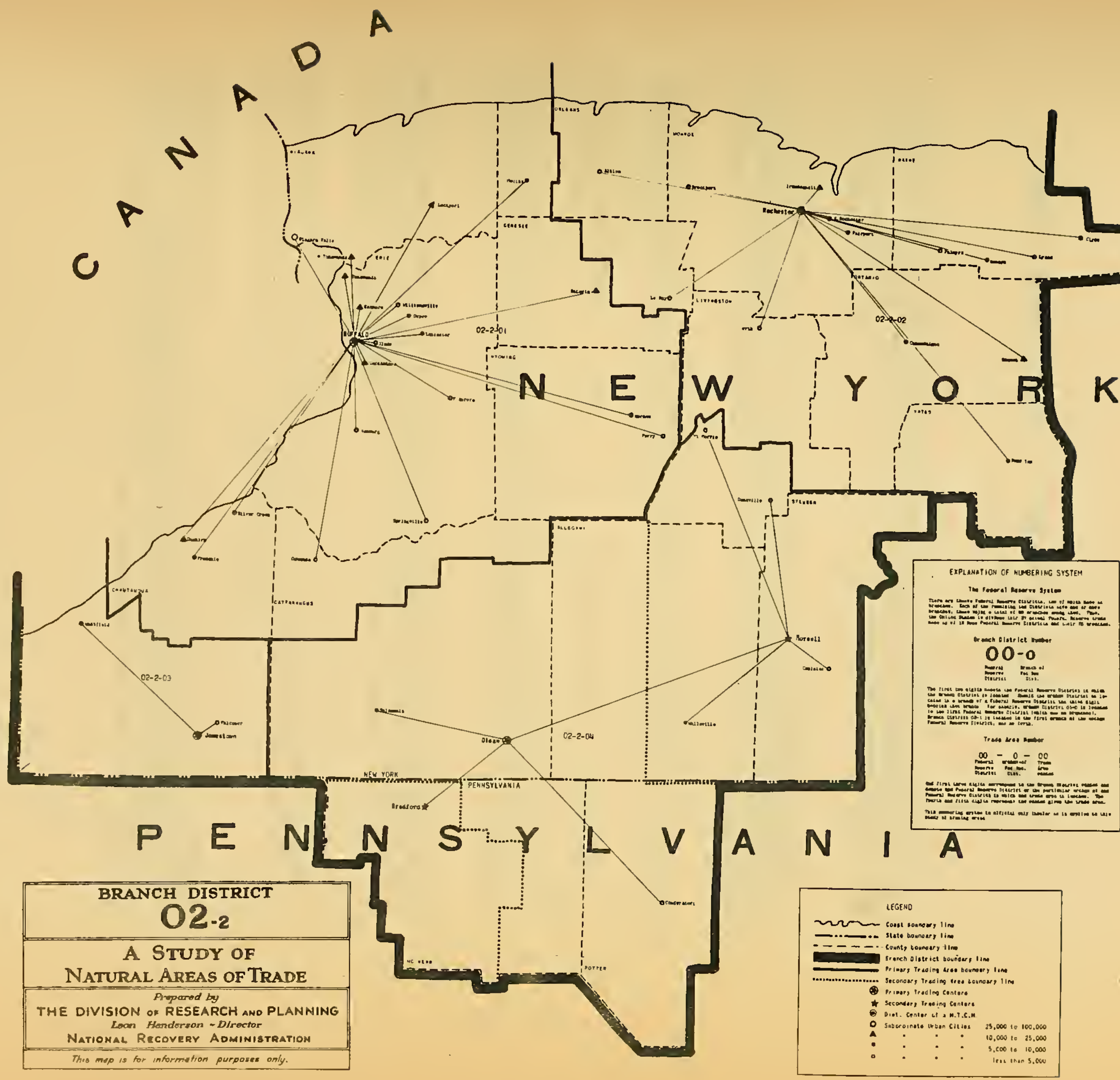
State Lines

NEW YORK - Location of one of the Main Federal Reserve Banks (Total-12)

Detroit - Location of one of the 25 Federal Reserve Branch Banks (Total-25)

12-1 R.R.A. Branch District Number (See Explanation of Numbering System)

NOTE The 37 R.R.A. Branch Districts, (Major Trading Areas) correspond to the 37 Federal Reserve Divisions as adjusted to the Flow of Trade


CANADA
NEW YORK
PENNSYLVANIA
Buffalo
Rochester
Olean
Hornell
Jamestown
Bradford
02-2-01
02-2-02
02-2-03
02-2-04
EXPLANATION OF NUMBERING SYSTEM
The Federal Reserve System
Branch District Number
00-0
Trade Area Number
00 - 0 - 00
LEGEND
Coast boundary line
State boundary line
County boundary line
Branch District boundary line
Primary Trading Area boundary line
Secondary Trading Area boundary line
Primary Trading Centers
Secondary Trading Centers
Dist. Center of a N.T.C.M
Subordinate Urban Cities 25,000 to 100,000
10,000 to 25,000
5,000 to 10,000
less than 5,000
BRANCH DISTRICT
02-2
A STUDY OF
NATURAL AREAS OF TRADE
Prepared by
THE DIVISION OF RESEARCH AND PLANNING
Leon Henderson - Director
NATIONAL RECOVERY ADMINISTRATION
This map is for information purposes only.

TERMS OR PHRASES USED IN A TECHNICAL OR SPECIAL SENSE

* * *

BRANCH DISTRICT: A composite of contiguous Retail Trading Areas which forms what may be termed a Wholesale Trading Area. The United States can be logically divided into 37 such major areas using the "adjusted" lines of the 37 Federal Reserve Districts for this division of territory.

PRIMARY TRADING AREA: An irregularly shaped unit of territory based on the flow of trade and containing 2,000 or more full-time employees, (retail) the boundaries of which are determined primarily by the radius of the commercial influence of its dominant trade center. (Primary Trading Areas may contain one or more Secondary Trading Areas.)

*SECONDARY TRADING AREA: Corresponds to a Primary Trading Area except that the retail establishments therein do not employ 2,000 or more full-time employees.

PRIMARY TRADING CENTER: The city or town of dominant commercial influence within a Primary Trading Area.

SECONDARY TRADING CENTER: A city of commercial influence secondary to that of the Primary Trading Center--yet of some distributing importance to its nearby towns and rural communities.

**MULTIPLE TRADING MARKET: A special type of Trading Area of more than 500 square miles, containing more than a million people living in a series of closely connected cities and towns. There are ten such markets in the United States. Special Treatment is given these markets in this study.

DISTRICT CENTER OF A MULTIPLE TRADING MARKET: A city or town subordinate to the Primary Trading Center of a Multiple Trading Market but of dominant commercial influence within a contiguous portion of a Multiple Trading Market.

SUBORDINATE URBAN CITIES: Cities of sufficiently dominant trade influence to attract consumers from outlying towns and districts, but of less dominant influence than either Primary or Secondary Trading Centers or District Centers of Multiple Trading Markets. These fall into four groups as follows: Cities of 25,000 to 100,000 population, 10,000 to 25,000 population, 5,000 to 10,000 population, and less than 5,000 population.

. . . . . .

*This study is mainly concerned with Primary Trading Areas and Centers. Secondary Areas are outlined only to provide flexibility.

**Definition from Marketing Atlas of the United States published by the International Magazine Company.

DEFINING A TRADING AREA

* * *

Manufacturers, distributors, advertising agencies and other private business concerns have divided the country into such trade areas as reflect the sales and distribution of their particular products. Certain large publishers of periodicals have designated other similar areas as representing units of territory which reflect the buying habits and customs of retailers, wholesalers and consumers to provide national advertisers with a basis for determining the most efficient method of directing sales forces, establishing branch units and for ascertaining the most strategic points for warehousing and distributing merchandise.

The study presented here deals principally with two types of trading areas:

1. RETAIL or LOCAL TRADING AREAS which are, in reality, irregularly shaped units of territory based on the flow of retail trade, the boundaries of which are determined by,

   The radius of the commercial influence of the dominant trade center (city) in that retail trading area.

   The transportation and distribution facilities serving it from within and without its limits.

   The buying habits and customs of the people located therein.

2. WHOLESALE or NATIONAL TRADING AREAS which are composed of a group of contiguous retail trading areas bounded by a line which represents the approximate boundary of one of the 37 Federal Reserve branch territories, ADJUSTED to the FLOW OF TRADE as follows:

   Consideration of geographic barriers such as mountains and rivers.

   Consideration of the radius of the influence of that city within its limits which possesses to a greater degree than any other, facilities for wholesaling, distribution and banking.

   Consideration of the boundaries of the influence of each of the retail trading centers located on the outlying fringe of the major wholesale trade area.

   Consideration of the most important lines of communication and transportation running through the major area and its adjacent areas; the range of warehouse deliveries and the extent of the influence of newspaper circulation.

Interpreted strictly, any town containing a retail store might be called a Trading Center and a boundary representing the radius of its influence drawn around it. We are, however, concerned only with the selection of the *minimum* number of markets of *first* importance which as sizeable cities transact the majority of our total retail and wholesale business. When the line representing the radius of the influence of these cities is drawn around each we have our retail trading areas. When fitted together in contiguous groups, the retail areas make up still larger natural economic units, or wholesale areas which, when joined together, complete the map of the United States.

The 37 main divisions, the 372 primary retail trade areas and the 268 secondary retail trade areas offer a practical and flexible basis for systematic administration - the difference in volume being taken care of by additional personnel under the various administrative units.

The way trade actually goes makes it impossible to establish areas of equal population, equal sales volume or equal size.

THE USE OF FEDERAL RESERVE LINES IN ESTABLISHING MAJOR WHOLESALE AREAS

* * *

While surprisingly accurate boundaries can be drawn around retail trading areas, it is more difficult to define equally accurate boundaries for wholesale trade areas. Most retail trade is in *convenience goods* such as foods and drugs, the distribution of which follows lines of great similarity. On the other hand wholesale trade embraces such widely dissimilar goods as hardware and mill supplies, drugs and clothing, raw materials and household specialties, such as radios and vacumn cleaners. For example, the boundaries of the trade area of the drug wholesalers in Chicago may differ widely from that of the Chicago distributors of farm or industrial machinery.

A careful analysis of the location of the borders of the *37 Federal Reserve territories revealed that these dividing lines reflected natural major wholesale areas to a remarkable degree. This result is probably due to the fact that evidence concerning the movement of trade was examined when the main banks were established years ago and it is logical to suppose that the location of these banks has exerted some influence on the general flow of trade.

There are, of course, certain areas which seem to have been improperly allocated at the outset or in which considerable economic change has occurred. These are the areas where the Division of Research and Planning has made several major and numerous minor "flow of trade" adjustments.

To further confirm the use of the adjusted Federal Reserve lines as a guide to wholesale areas we find that 33 of the 37 Federal Reserve Cities are included in the first 49 wholesaling centers in the United States. (Census of Wholesale Distribution, 1930).

SELECTING THE TRADING CENTERS

* * *

Private business concerns have gathered and analyzed basic data relating to the relative commercial importance of every city in the United States for a period of 15 years or more.

In this work each center was analyzed from the standpoint of retail and wholesale advantages. Stores and warehouses were rated and their variety in each community recorded. Comparative values were then made of cities in each section. The initial step in this study was a detailed analysis of this source material - plus a careful study of the results of similar marketing data compiled by such government agencies as the Department of Commerce, Census Bureau, Federal Reserve System and so forth. Our Trading Areas, therefore, portray composities of the experience of all existing marketing studies, and the Division of Research and Planning was exceptionally fortunate in having the heartiest cooperation from all sources.

* 12 Main Federal Reserve Districts plus 25 branch territories.

SPECIAL N.R.A. TRADE AREA FACTORS

* * *

Because this study was developed with special reference to Retail, and to a slightly lesser degree Wholesale Trade, certain special factors, in addition to those listed, were applied to each Retail Trade Area. In brief these were:

That each Retail Trade Area contains at least 2,000 full-time retail employees (Census of Retail Distribution 1933).

That each Retail Trading Area contains at least one or more warehouse or wholesaler and by a recognized source of supply for its surrounding territory.

PRIMARY AND SECONDARY TRADING AREAS

* * *

Retail trading areas are, for the purpose of this study, divided into two classifications--Primary and Secondary.

A Primary Retail Trading Area is one that qualifies as such when all factors, including the two special N.R.A. factors, are applied. Such Primary Areas may include one or more Secondary Retail Trading Areas. These boundaries are drawn as a solid line on the maps (See Legend on Maps).

A Secondary Retail Trading Area qualifies by all except the two special N.R.A. factors and is outlined on the maps with a dotted line.

This study designates 372 Primary Retail Trading Areas and 368 Secondary Retail Trading Areas.

For control purposes we are concerned only with Primary Retail Trading Areas. However, should the volume of commerce so increase as to raise the number of retail full-time employees in a Secondary Area to 2,000 - or should such an area become of greater importance as a warehousing and distributing point - it could then be given "Primary" status.

MULTIPLE TRADING MARKETS AND THEIR DISTRICT CENTERS

* * *

There are 10 *Multiple Trading Centers in the United States. These multiple markets present a special problem because in every instance they include cities oftentimes larger than some of the Primary Trading Centers in other sections of the country. For instance, Newark, New Jersey lies within the New York City trading area and yet is a larger commercial center and distributive point than is Portland, Maine. Such centers as Newark are treated as *District Centers* of the Multiple Trading Market and, in reality, differ from Principal Trading Centers only insofar as their unusual location places them under the powerful influence of an exceptionally large metropolitan center.

THE SPECIFIC PROCESS OF DELINEATING TRADE AREAS

* * *

Trade area boundaries are necessarily approximations. The complexity of competition, the general nature of some of the determinating factors used and the dictates of practical use make arbitrary refinement beyond a certain point impractical.

Nevertheless, an unbiased approximation of trade area boundaries will supply a far better control basis than the present major or minor political divisions.

Our maps show Retail Trade Area boundaries at the farthest points from which the consumer is in the habit of coming to the Primary Trading Center for merchandise. Likewise they show Wholesale Trade Area boundaries at the farthest points from which merchants come to that city within the area which contains the greatest distributive facilities and the largest and most varied stocks of merchandise.

* As designated in "The Treding Area System of Sales Control", - (A marketing atlas of the United States) - published by International Magazine Company 1931.

In approaching the problems of actually drawing the border lines many "flow of trade" factors are examined comparatively for every section of the country. Their effect on commerce is then graphically plotted on maps. The actual delineation of the boundary line is then a matter of impartial, experienced judgment.

The factors used can be grouped under four general headings:

Physical and geographic features

Mountain ranges, deserts, lakes and waterways must be carefully considered and their effect on the flow of trade thoroughly understood before accurate boundaries can be drawn. For example, in Eastern Pennsylvania there are complete units of territory hemmed in by mountain ridges. Transportation lines can enter such Trading Areas only through certain narrow valleys. Consequently these mountain ridges determine the directions in which people and goods move.

Other similar factors which must be given their proper value in the selection of trade centers and the determination of the extent of their influence are placement of cities and towns, climate and natural resources and historical background.

Population, Families and Home Ownership

In selecting trade area Centers a city with a smaller population than another was sometimes chosen. While population figures are highly informative they do not tell the whole story, for they do not take into account the *density* of population, difference in standards of living or buying habits of the populace. Numerous factors, examined in conjunction with population figures, determine the selection of the dominant Centers.

The number of families and homes, the extent of home ownership and the educational, resort, amusement and residential advantages are indicative of the general character of a center and its consequent importance in relation to other competing communities.

Transportation, Communication and Distributive Facilities

Frequently a town located between two rival trade centers may belong in the trading area of the more distant trading center because of longer established or more convenient transportation facilities--the distance in *time* being less than the distance in *miles*. Consequently all lines and schedules of transportation must be carefully studied.

The drift of trade from the smaller to the larger center, with a smaller backflow to the smaller towns, has been greatly accentuated by the hundreds of thousands of miles of new roads, the thousands of new bus lines and the tremenduous increase in travel in privately owned automobiles. Thus, transportation's new facilities exert an ever increasing influence on the map of commerce.

After transportation, communication is checked. Telephone exchanges and their connecting lines are also considered. The location of newspapers, and the extent of their circulation in adjoining territory; the jobbing operations in all trades and the range of retail store delivery by large and small merchandising concerns is carefully analyzed.

Volume of Business, Wealth and Standard of Living

Such factors include volume of retail and wholesale business, the number of full and part time employees retail and wholesale, bank deposits, savings accounts, car ownership, distribution of income, buying customs and trade tendencies.

From a marketing viewpoint, the Standard of Living is of fundemental importance. The poor cannot buy sterling silverware, electric ranges, oil burners, and golf club memberships nor can private yachts and aeroplanes be sold to people in moderate circumstances. Consequently, the factor of wealth must always be considered in conjunction with the distribution of that wealth, and the standard of living in the community.

Boundary lines are, therefore, a compromise or an average of all the factors which apply to people, buying power, standards of living, educational and amusement facilities, volume of business, strategic location and buying habits. They represent the nearest possible delineation of areas and as such provide a workable basis for economy of control.

Trade for the most part ignores political boundary lines. To cite just a few examples, the Northwestern Counties of Illinois are dominated by the Iowa cities of Dubuque, Clinton and Davenport, the 16 counties in the Southwestern part of Illinois properly belong in the Missouri trading area of St. Louis. Providence, Rhode Island, attracts trade from the cities in Massachusetts and Connecticut. Chattanooga, Tennessee, pulls consumer trade from four counties in Georgia.

Whenever a decisive boundary line could not be immediately drawn, we have had available for references the results of questionnaires sent by large publishing houses to thousands of their subscribers located in these conflicting areas. This combined local opinion analyzed in the lig ht of other special regional studies provided a basis for alloting conflicting portions of territory to that adjacent trading area which dominates the doubtful section.

R. A. Dier
Research and Planning

SUMMARIES

* * *

UNITED STATES SUMMARY OF

PRIMARY AND SECONDARY TRADE AREAS

BY BRANCH DISTRICTS

* * * * *

SUMMARY OF PRIMARY AND SECONDARY TRADING AREAS

BY BRANCH DISTRICTS

* * *

BRANCH DISTRICT NUMBER	FEDERAL RESERVE CITY	NUMBER OF PRIMARY TRADING CENTERS	NUMBER OF SECONDARY TRADING CENTERS
01-0	Boston	29	20
02-1	New York City	22	8
02-2	Buffalo	4	2
03-0	Philadelphia	17	11
04-1	Cleveland	12	7
04-2	Pittsburgh	12	7
04-3	Cincinnati	5	7
05-1	Richmond	17	13
05-2	Baltimore	9	6
05-3	Charlotte	8	9
06-1	Atlanta	9	9
06-2	Nashville	4	4
06-3	Birmingham	4	7
06-4	New Orleans	10	2
06-5	Jacksonville	10	5
07-1	Chicago	50	24
07-2	Detroit	7	4
08-1	St. Louis	4	3
08-2	Louisville	7	12
08-3	Memphis	4	5
08-4	Little Rock	5	6
09-1	Minneapolis	23	18
09-2	Helena	4	6
10-1	Kansas City	15	12
10-2	Omaha	10	8
10-3	Denver	7	7
10-4	Oklahoma City	9	7
11-1	Dallas	11	11
11-2	Houston	3	3
11-3	San Antonio	4	1
11-4	El Paso	2	5
12-1	San Francisco	10	4
12-2	Seattle	3	3
12-3	Spokane	4	2
12-4	Portland	5	4
12-5	Salt Lake City	6	5
12-6	Los Angeles	7	1
	TOTALS	372	268

COMPOSITION OF BRANCH DISTRICTS

BY PRIMARY AND SECONDARY TRADE AREAS

*****

BRANCH DISTRICT 01-0

****

AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
01-0-01	Boston, Mass.	Haverhill, Mass Lawrence, Mass. Lowell, Mass
01-0-02	Fitchburg, Mass.	
01-0-03	Greenfield, Mass.	Brattleboro, Vt.
01-0-04	Pittsfield, Mass.	N. Adams, Mass.
01-0-05	Holyoke, Mass.	
01-0-06	Worcester, Mass	
01-0-07	Springfield, Mass.	
01-0-08	Brockton, Mass.	
01-0-09	Fall River, Mass.	
01-0-10	New Bedford, Mass.	
01-0-11	Newport, R.I.	
01-0-12	Providence-Pawtucket, R.I. including; E. Providence, R.I. N.Providence, R.I.	
01-0-13	Woonsocket, R.I.	
01-0-14	Hartford, Conn.	New Britain, Conn. Willimantic, Conn.
01-0-15	Waterbury, Conn.	
01-0-16	New Haven, Conn.	Meriden, Conn.
01-0-17	New London, Conn.	Norwich, Conn.
01-0-18	Rutland, Vt.	Bennington, Vt.
01-0-19	Keene, N.H.	
01-0-20	Manchester, N.H.	Nashua, N.H.
01-0-21	Concord, N.H.	Laconia, N.H. Lebanon, N.H.
01-0-22	Rochester, N.H.	Dover, N.H. Plymouth, N.H.
01-0-23	Barre-Burlington, Vt.	St. Albans, Vt. Montpelier, Vt.
01-0-24	St. Johnsbury, Vt.	Berlin, N.H.
01-0-25	Portland, Maine	
01-0-26	Lewiston-Auburn, Maine	
01-0-27	Augusta, Maine	Waterville, Maine Rockland, Maine
01-0-28	Bangor, Maine	
01-0-29	Houlton, Maine	

. . . . . .

BRANCH DISTRICT 02-1

****

AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
02-1-01	New York, N.Y.	Dover, Del.
02-1-02	Ithaca, N.Y.	
02-1-03	Watertown, N.Y.	
02-1-04	Malone, N.Y.	Ogdensburg, N.Y.
02-1-05	Plattsburg, N.Y.	
02-1-06	Syracuse, N.Y.	Oswego, N.Y.
02-1-07	Utica, N.Y.	Rome, N.Y. Little Falls, N.Y.
02-1-08	Gloversville, N.Y.	
02-1-09	Schnectady, N.Y.	
02-1-10	Glens Falls, N.Y.	
02-1-11	Auburn, N.Y.	
02-1-12	Albany, N.Y.	
02-1-13	Troy, N.Y.	
02-1-14	Elmira, N.Y.	Corning, N.Y.
02-1-15	Binghamton, N.Y.	Oneonta, N.Y.

02-1-16	Kingston, N.Y.	
02-1-17	Poughkeepsie, N.Y.	
02-1-18	Middletown, N.Y.	Newburgh, N.Y.
02-1-19	Danbury, Conn.	
02-1-20	Bridgeport, Conn.	
02-1-21	Norwalk, Conn.	
02-1-22	Long Branch-Asbury Park, N.J.	

. . . . . .

BRANCH DISTRICT 02-2

* * *

AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
02-2-01	Buffalo, N.Y.	
02-2-02	Rochester, N.Y.	
02-2-03	Jamestown, N.Y.	
02-2-04	Olean, N.Y.	Hornell, N.Y.
		Bradford, Pa.

. . . . . .

BRANCH DISTRICT 03-0

* * *

AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
03-0-01	Philadelphia, Pa.-Camden, N.J.	
03-0-03	Atlantic City, N.J.	
03-0-04	Wilmington, Del.	
03-0-05	Lancaster, Pa.	
03-0-06	Trenton, N.J.	
03-0-07	Easton-Phillipsburg, Pa.	
03-0-08	Allentown, Pa.	Bethlehem, Pa.
03-0-09	Reading, Pa.	Pottsville, Pa.
		Pottstown, Pa.
03-0-10	Harrisburg, Pa.	Lebanon, Pa.
		Carlisle, Pa.
		Chambersburg, Pa.
03-0-11	York, Pa.	
03-0-12	Lewistown, Pa.	Huntingdon, Pa.
03-0-13	Altoona, Pa.	
03-0-14	Williamsport, Pa.	Lock Haven, Pa.
03-0-15	Sunbury, Pa.	Shamokin, Pa.
03-0-16	Hazleton, Pa.	Mahonoy City, Pa.
03-0-17	Wilkes-Barre, Pa.	
03-0-18	Scranton, Pa.	Carbondale, Pa.

. . . . . .

BRANCH DISTRICT 04-1

* * *

AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
04-1-01	Cleveland, Ohio	
04-1-02	Ashtabula, Ohio	
04-1-03	Youngstown, Ohio	
04-1-04	Akron, Ohio	
04-1-05	Sandusky, Ohio	
04-1-06	Toledo, Ohio	
04-1-07	Lima, Ohio	Findlay, Ohio
04-1-08	Mansfield, Ohio	Marion, Ohio
04-1-09	Canton, Ohio	Alliance, Ohio
04-1-10	Steubenville, Ohio	E. Liverpool, Ohio
04-1-11	Zanesville, Ohio	
04-1-12	Columbus, Ohio	Newark, Ohio
		Lancaster, Ohio
		Washington Court House, Ohio;

BRANCH DISTRICT 04-2

* * *

AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
04-2-01	Pittsburgh, Pa.	
04-2-02	Erie, Pa.	
04-2-03	Warren, Pa.	
04-2-04	New Castle, Pa.	Sharon, Pa. Meadsville, Pa.
04-2-05	Oil City, Pa.	
04-2-06	Du Bois, Pa.	Ridgway, Pa. St. Marys, Pa. Clearfield, Pa. Kittanning, Pa. Indiana, Pa.
04-2-07	Butler, Pa.	
04-2-08	Johnstown, Pa.	
04-2-09	Wheeling, W.Va.	
04-2-10	Washington, Pa.	
04-2-11	Uniontown, Pa.	
04-2-12	Connellsville, Pa.	

BRANCH DISTRICT 04-3

* * *

AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
04-3-01	Cincinnati,O.-Covington,Ky.	Hamilton, Ohio Maysville, Ky.
04-3-02	Dayton, Ohio	Greensville, Ohio Piqua, Ohio
04-3-03	Springfield, Ohio	
04-3-04	Portsmouth, Ohio	Chillicothe, Ohio Ashland, Ohio
04-3-05	Marietta, Ohio	Athens, Ohio

BRANCH DISTRICT 05-1

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
05-1-01	Richmond, Va.	Fredericksburg, Va.
05-1-02	Huntington, W.Va.	Logan, W.Va.
05-1-03	Charleston, W.Va.	Beckley, W.Va.
05-1-04	Covington, Va.	
05-1-05	Staunton, Va.	Charlottesville, Va. Harrisonburg, Va.
05-1-06	Bluefield, W.Va.	
05-1-07	Bristol, Tenn.	
05-1-08	Roanoke, Va.	
05-1-09	Danville, Va.	
05-1-10	Lynchburg, Va.	
05-1-11	Petersburg, Va.	
05-1-12	Norfolk, Va. including; Portsmouth Newport News South Norfolk Hampton	
05-1-13	Durham, N.C.	Henderson, N.C.
05-1-14	Raleigh, N.C.	Fayettesville, N.c.
05-1-15	Goldsboro, N.C.	Kinston, N.C. Greenville, N.C. Wilson, N.C. Rocky Mount, N.C.
05-1-16	Washington, N.C.	Elizabeth City, N.C. New Bern, N.C.
05-1-17	Wilmington, N.C.	

BRANCH DISTRICT 05-2

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
05-2-01	Baltimore, Md.	
05-2-02	Parkersburg, W.Va.	
05-2-03	Clarksburg, W.Va.	Elkins, W.Va. Grafton, W.Va.
05-2-04	Fairmont, W.Va.	Morgantown, W.Va.
05-2-05	Cumberland, Md.	
05-2-06	Winchester, Va.	Martinsburg, W.Va.
05-2-07	Hagerstown, Md.	Frederick, Md.
05-2-08	Washington, D.C.	
05-2-09	Salisbury, Md.	Cambridge, Md.

BRANCH DISTRICT 05-3

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
05-3-01	Charlotte, N.C.	Statesville, N.C. Salisbury, N.C.
05-3-02	Asheville, N.C.	
05-3-03	Winston-Salem, N.C.	
05-3-04	Greensboro, N.C.	
05-3-05	Greenville, S.C.	Anderson, S.C. Spartanburg, S.C. Greenwood, S.C.
05-3-06	Columbia, S.C.	Rock Hill, S.C. Sumter, S.C. Orangeburg, S.C.
05-3-07	Florence, S.C.	
05-3-08	Charleston, S.C.	Georgetown, S.C.

BRANCH DISTRICT 06-1

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
06-1-01	Atlanta, Ga.	Rome, Ga. Griffin, Ga.
06-1-02	Athens, Ga.	Gainesville, Ga.
06-1-03	Lagrange, Ga.	Opelika, Ga.
06-1-04	Macon, Ga.	Dublin, Ga.
06-1-05	Augusta, Ga.	
06-1-06	Columbus, Ga.	
06-1-07	Savannah, Ga.	
06-1-08	Albany, Ga.	Americus, Ga. Cordele, Ga. Fitzgerald, Ga.
06-1-09	Waycross, Ga.	Brunswick, Ga.

BRANCH DISTRICT 06-2

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
06-2-01	Nashville, Tenn	Clarksville, Tenn. Murfreesboro, Tenn. Columbia, Tenn.
06-2-02	Chattanooga, Tenn.	
06-2-03	Knoxville, Tenn.	
06-2-04	Johnson City, Tenn.	Morristown, Tenn.

BRANCH DISTRICT 06-3

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
06-3-01	Birmingham, Ala.	Gadsden, Ala. Anniston, Ala. Tuscaloosa, Ala.
06-3-02	Decatur, Ala.	Florence, Ala. Huntsville, Ala.
06-3-03	Montgomery, Ala.	Selma, Ala. Troy, Ala.
06-3-04	Pensacola, Fla.	

BRANCH DISTRICT 06-4

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
06-4-01	New Orleans, La.	
06-4-02	Baton Rouge, La.	
06-4-03	Lake Charles, La.	
06-4-04	Alexandria, La.	
06-4-05	Natchez, Miss	McComb, Miss.
06-4-06	Vicksburg, Miss.	
06-4-07	Jackson, Miss.	
06-4-08	Meridian, Miss.	
06-4-09	Hattiesburg, Miss.	Gulf Port & Biloxi, Miss.
06-4-10	Mobile, Ala.	

BRANCH DISTRICT 06-5

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
06-5-01	Jacksonville, Fla.	Gainesville, Fla. Ocala, Fla.
06-5-02	Dothan, Ala.	
06-5-03	Valdosta, Ga.	Thomasville, Ga. Bainbridge, Ga.
06-5-04	Tallahassee, Fla.	
06-5-05	Daytona, Fla.	
06-5-06	Orlando, Fla.	
06-5-07	St. Petersburg, Fla.	
06-5-08	Tampa, Fla.	
06-5-09	West Palm Beach, Fla.	
06-5-10	Miami, Fla.	Key West, Fla.

BRANCH DISTRICT 07-1

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
07-1-01	Chicago, Ill.	
07-1-02	Sioux City, Ia.	
07-1-03	Fort Dodge, Ia.	
07-1-04	Mason City, Ia.	
07-1-05	Waterloo, Ia.	
07-1-06	La Crosse, Wis.	
07-1-07	Appleton, Wis.	Stevens Point, Wis.
07-1-08	Green Bay, Wis.	Marinette-Menominee, Wis.
07-1-09	Des Moines, Ia.	Creston, Ia.
07-1-10	Marshalltown, Ia.	
07-1-11	Cedar Rapids, Ia.	Iowa City, Ia.

07-1-12	Dubuque, Ia.	
07-1-13	Clinton, Ia.	
07-1-14	Rockford, Ill.	Janeaville, Wia. Freeport, Ill.
07-1-15	Madiaon, Wis.	
07-1-16	Oshkosh, Wis	
07-1-17	Sheboygan, Wis.	Manitowoc, Wis.
07-1-18	Milwaukee, Wis.	
07-1-19	Racine, Wis.	
07-1-20	Kenosha, Wis.	
07-1-21	Ottumwa, Ia.	Oskaloosa, Ia. Centerville, Ia.
07-1-22	Keokuk, Ia.	
07-1-23	Burlington, Ia.	
07-1-24	Quad Cities, including; Davenport, Ia. Rock Island, Ill. Moline, Ill. E. Moline, Ill.	
07-1-25	Galesburg, Ill.	Kewanee, Ill.
07-1-26	Peoria, Ill.	
07-1-27	La Salle-Peru, Ill.	Streator, Ill.
07-1-28	Elgin, Ill.	
07-1-29	Aurora, Ill.	
07-1-30	Joliet, Ill.	Kankakee, Ill.
07-1-31	Bloomington, Ill.	
07-1-32	Springfield, Ill.	
07-1-33	Decatur, Ill.	
07-1-34	Champaign-Urbana, Ill.	
07-1-35	Danville, Ill.	
07-1-36	Petoskey, Mich.	
07-1-37	Cadillac, Mich.	Traverse City, Mich. Manistee, Mich.
07-1-38	Greater Muskegon, Mich.	
07-1-39	Grand Rapids, Mich.	
07-1-40	Kalamazoo, Mich.	
07-1-41	Battle Creek, Mich.	
07-1-42	South Bend, Ind.	Elkhart, Ind. Michigan City, Ind.
07-1-43	Fort Wayne, Ind.	
07-1-44	Marion, Ind.	Wabash, Ind. Peru, Ind. Kokomo, Ind.
07-1-45	La Fayette, Ind.	Logansport, Ind. Frankfort, Ind. Crawfordsville, Ind.
07-1-46	Muncie, Ind.	Anderson, Ind.
07-1-47	Richmond, Ind.	
07-1-48	Indianapolis, Ind.	
07-1-49	Terre-Haute, Ind.	
07-1-50	Fond Du Lac, Wis.	

Branch District 07-2

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
07-2-01	Detroit, Mich.	Ann Arbor, Mich. Adrian, Mich. Port Huron, Mich.
07-2-02	Bay City, Mich.	
07-2-03	Saginaw, Mich.	
07-2-04	Flint, Mich.	
07-2-05	Lansing, Mich.	
07-2-06	Jackson, Mich.	
07-2-07	Pontiac, Mich.	

BRANCH DISTRICT 08-1

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
08-1-01	St. Louis, Mo.	Cape Girardeau, Mo.
08-1-02	Moberly, Mo.	Kirksville, Mo.
		Hanibal, Mo.
08-1-03	Quincy, Ill.	
08-1-04	Springfield, Mo.	

BRANCH DISTRICT 08-2

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
08-2-01	Louisville, Ky.	Bowling Green, Ky.
		Madison, Ind.
08-2-02	Vincennes, Ind.	Bedford, Ind.
08-2-03	Mt. Vernon, Ill.	Marion, Ill.
08-2-04	Evansville, Ind.	Owensboro, Ky.
		Hopkinsville, Ky.
08-2-05	Lexington, Ky.	Frankfort, Ky.
		Winchester, Ky.
		Danville, Ky.
		Hazard, Ky.
		Somerset, Ky.
		Middlesboro, Ky.
08-2-06	Paducah, Ky.	
08-2-07	Cairo, Ill.	

BRANCH DISTRICT 08-3

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
08-3-01	Memphis, Tenn.	Helena, Ark.
08-3-02	Jackson, Tenn.	Corinth, Miss.
08-3-03	Greenwood, Miss.	Clarksdale, Miss.
		Greenville, Miss.
08-3-04	Columbus, Miss.	Tupelo, Miss.

BRANCH DISTRICT 08-4

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
08-4-01	Little Rock, Ark.	Batesville, Ark.
		Hot Springs, Ark
		Searcy, Ark.
08-4-02	Fort Smith, Ark.	Fayetteville, Ark.
		Russellville, Ark.
08-4-03	Jonesboro, Ark.	Paragould, Ark.
08-4-04	Pine Bluff, Ark.	
08-4-05	El Dorado, Ark.	

BRANCH DISTRICT 09-1

AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
09-1-01	Minneapolis, Minn.	
09-1-02	Minot, N.D.	Williston, N.D.
09-1-03	Grand Forks, N.D.	Devils Lake, N.D.

09-1-04	Duluth, Minn.	Hibbing, Minn.
09-1-05	Mandan, N.D.	Dickinson, N.D.
09-1-06	Jamestown, N.D.	Valley City, N.D. Bismarck, N.D.
09-1-07	Fargo, N.D.	Fergus Falls, Minn.
09-1-08	St. Cloud, Minn.	Brainerd, Minn.
09-1-09	Superior, Wis.	Ashland, Wis.
09-1-10	Calumet-Laurium, Mich.	Marquette, Mich.
09-1-11	Ironwood, Mich.	Iron Mountain, Mich.
09-1-12	Escanaba, Mich.	Saulte Ste Marie, Mich.
09-1-13	Rapid City, S.D.	Deadwood, S.D.
09-1-14	Huron, S.D.	Pierre, S.D.
09-1-15	Mitchell, S.D.	
09-1-16	Sioux Falls, S.D.	Yankton, S.D.
09-1-17	Mankato, Minn.	Albert Lea, Minn.
09-1-18	St. Paul, Minn.	Rochester, Minn.
09-1-19	Winona, Minn.	
09-1-20	Eau Claire, Wis.	
09-1-21	Wausau, Wis.	
09-1-22	Aberdeen, S.D.	
09-1-23	Watertown, S.D.	Brookings, S.D.

BRANCH DISTRICT 09-2

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
09-2-01	Bozeman, Mont.	Helena, Mont.
09-2-02	Butte, Mont.	Missoula, Mont. Dillon, Mont.
09-2-03	Great Falls, Mont.	Kalispell, Mont. Havre, Mont.
09-2-04	Billings, Mont.	Lewistown, Mont.

BRANCH DISTRICT 10-1

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
10-1-01	Kansas City, Kans.,Mo.	Leavenworth, Kans.
10-1-02	St. Joseph, Mo.	Chillicothe, Mo. Atchison, Mo.
10-1-03	Manhattan, Kans.	
10-1-04	Salina, Kans.	
10-1-05	Topeka, Kans.	Lawrence, Kans. Ottawa, Kans.
10-1-06	Sedalia, Mo.	
10-1-07	Jefferson City, Mo.	Columbia, Mo.
10-1-08	Emporia, Kans.	
10-1-09	Hutchinson, Kans.	
10-1-10	Dodge City, Kans.	
10-1-11	Wichita, Kans.	Arkansas City, Kans.
10-1-12	Fort Scott, Kans.	Iola, Kans.
10-1-13	Pittsburg, Kans	
10-1-14	Coffeyville, Kans.	Caanute, Kans. Parsons, Kans. Independence, Kans.
10-1-15	Joplin, Mo.	Carthage, Mo. Miami, Okla.

BRANCH DISTRICT 10-2

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
10-2-01	Omaha,Neb. Council Bluffs,Ia.	Atlantic, Ia.

10-2-02	Casper, Wyo.	Sheridan, Wyo.
10-2-03	Cheyenne, Wyo.	Laramie, Wyo. Rock Springs, Wyo.
10-2-04	Scottsbluff, Neb.	
10-2-05	Grand Island, Neb.	North Platte, Neb. Kearney, Neb.
10-2-06	Columbus, Neb.	Fremont, Neb.
10-2-07	Lincoln, Neb.	Nebraska City, Neb.
10-2-08	Norfolk, Neb.	
10-2-09	Hastings, Neb.	
10-2-10	Beatrice, Neb.	

BRANCH DISTRICT 10-3

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
10-3-01	Denver, Colo.	
10-3-02	Boulder, Colo.	Greeley, Colo. Fort Collins, Colo.
10-3-03	Grand Junction, Colo.	Durango, Colo.
10-3-04	Pueblo, Colo.	Trinidad, Colo.
10-3-05	Colorado Springs, Colo	
10-3-06	Albuquerque, N.Mex.	Gallup, N.Mex.
10-3-07	Las Vegas, N.Mex.	Raton, N.Mex. Santa Fe, N.Mex.

BRANCH DISTRICT 10-4

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
10-4-01	Oklahoma City, Okla.	Guthrie, Okla.
10-4-02	Enid, Okla.	Ponca City, Okla.
10-4-03	Tulsa, Okla.	Bartlesville, Okla.
10-4-04	El Reno, Okla.	
10-4-05	Okmulgee, Okla.	Muskogee, Okla.
10-4-06	Altus, Okla.	
10-4-07	Lawton, Okla	Chickasha, Okla.
10-4-08	Shawnee, Okla.	Ada, Okla. Mc Alester, Okla.
10-4-09	Ardmore, Okla.	

BRANCH DISTRICT 11-1

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
11-1-01	Dallas, Tex.	Greenville, Tex. Tyler, Tex. Corsicana, Tex.
11-1-02	Paris, Tex.	Denison, Tex. Sherman, Tex.
11-1-03	Texarkana, Tex., Ark.	Hope, Ark.
11-1-04	Shreveport, La.	Marshall, Tex. Monroe, La.
11-1-05	Amarillo, Tex.	
11-1-06	Lubbock, Tex.	
11-1-07	Wichita Falls, Tex.	
11-1-08	Albilene, Tex.	
11-1-09	San Angelo, Tex.	Brownwood, Tex.
11-1-10	Fort Worth, Tex.	Cleburne, Tex.
11-1-11	Waco, Tex.	Temple, Tex.

BRANCH DISTRICT 11-2

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
11-2-01	Houston, Tex.	Palestine, Tex. Bryan, Tex. Brenham, Tex.
11-2-02	Galveston, Tex.	
11-2-03	Beaumont, Tex.	

BRANCH DISTRICT 11-3

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
11-3-01	San Antonio, Tex.	
11-3-02	Austin, Tex.	
11-3-03	Corpus Christi, Tex.	Laredo, Tex.
11-3-04	Brownsville, Tex.	

BRANCH DISTRICT 11-4

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
11-4-01	El Paso, Tex.	Big Spring, Tex. Roswell, N.Mex. Silver City, N.Mex.
11-4-02	Tucson, Ariz.	Douglas, Ariz. Nogales, Ariz.

BRANCH DISTRICT 12-1

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
12-1-01	San Francisco, Cal.	
12-1-02	Medford, Ore.	Klamath Falls, Ore.
12-1-03	Chico, Cal.	Marysville, Cal.
12-1-04	Santa Rosa, Cal.	Eureka, Cal.
12-1-05	Sacramento, Cal.	
12-1-06	Reno, Nev.	Tonopah, Nev.
12-1-07	Stockton, Cal.	
12-1-08	Fresno, Cal.	
12-1-09	Santa Cruz, Cal.	
12-1-10	Bakersfield, Cal.	

BRANCH DISTRICT 12-2

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
12-2-01	Seattle, Wash.	
12-2-02	Bellingham, Wash.	Everett, Wash.
12-2-03	Tacoma, Wash.	Olympia, Wash. Aberdeen-Hoquiam, Wash.

BRANCH DISTRICT 12-3

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
12-3-01	Spokane, Wash.	Wallace, Idaho
12-3-02	Wenatchee, Wash.	
12-3-03	Lewiston, Idaho	Walla Walla, Wash.
12-3-04	Yakima, Wash.	

BRANCH DISTRICT 12-4

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
12-4-01	Portland, Ore.	Astoria, Ore.
12-4-02	The Dalles, Ore.	Bend, Ore.
12-4-03	Pendleton, Ore.	Le Grande, Ore. Baker, Ore.
12-4-04	Salem Ore.	
12-4-05	Eugene, Ore.	

BRANCH DISTRICT 12-5

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
12-5-01	Salt Lake City, Utah	
12-5-02	Boise, Idaho	Elko, Nev.
12-5-03	Pocatello, Idaho	Idaho Falls, Idaho Blackfoot, Idaho Twin Falls, Idaho
12-5-04	Ogden Utah	Logan Utah
12-5-05	Provo, Utah	
12-5-06	Las Vegas, Nev.	

BRANCH DISTRICT 12-6

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AREA NUMBER	PRIMARY TRADING CENTERS	SECONDARY TRADING CENTERS
12-6-01	Los Angeles, Cal	
12-6-02	Santa Barbara, Cal.	
12-6-03	San Bernardino, Cal	
12-6-04	San Diego, Cal.	El Centro, Cal.
12-6-05	Prescott, Ariz.	
12-6-06	Phoenix, Ariz.	
12-6-07	Globe, Ariz.	

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THE NEED FOR TRADE STATISTICS, BY TRADING AREAS TO SUPPLEMENT TRADING AREA MAPS

* * *

Although the trading area system established a sound geographic basis for efficient and economical administration of the Distribution Codes, a supplementary statistical framework is needed to facilitate the research, planning and budget operations of Code Authorities, Code Administrators and Members of Industry, as well as the planning work necessary to effect the consolidation of codes.

This statistical tabulation should present the findings of the 1933 Census of Retail and Wholesale Distribution by trading areas. It might also include certain pertinent marketing data from other sources such as the International Magazine Marketing Atlas.

The present Census (which gives totals by townships, counties and states) would be recompiled to give totals by trading areas. The tables which follow offer a suggestion as to the form in which these statistics might be compiled. The groupings of the various Census trade classifications as shown in the Tables are not intended as a recommendation for code consolidation but should be regarded as tools by means of which final consolidation of related groups can be accomplished.

TABLE 1

* * *

Summary of Retail Outlets and Sales—Other Pertinent Data—by Branch Districts

This series of Tables presents certain primary statistical totals taken from the Census of Population, Census of Retail and Wholesale Distribution and International Magazine Marketing Atlas. The territorial composition of the Trading Areas shown in the last column would provide a basis for special statistical compilation by Code Authorities, individual or private concerns.

RETAIL DISTRIBUTION BY RETAIL TRADING AREAS

SUMMARY OF OUTLETS AND SALES - OTHER PERTINENT DATA

Branch District 02-2

		Secondary Trading Areas Included in Primary	Total Population (Primary and Secondary Areas)	Total Number of Retail Establishments	Total Number Full-Time Retail Employees	Total Number Proprietors	Total Net Sales-Retail Establishments (000 Omitted)	Total Payroll Full Time Employees	Number of Warehouses	Types of Warehouse Facilities					Composition of Trading Area - Counties and Minor Civil Divisions included.
02-2-01	BUFFALO, N. Y.														

TABLE II

* * *

Retail Outlets and Sales, by Retail Trading Areas and Kinds of Business

This series of Tables groups the various types of related retail businesses. Its purpose is to present the figures of the Census of Retail Distribution by trading areas instead of by State, County or other political divisions. In addition to its value as a basis for fact finding in connection with code administration such a compilation would be of great value in working out code consolidation.

RETAIL OUTLETS AND SALES, BY RETAIL TRADING AREAS

APPAREL GROUP, JEWELRY STORES AND FLORISTS

Branch District 02-2

Trading Area Number	Primary Trading Center	Mens Stores, Family Clothing Stores, Womens Specialty Stores, Shoe Stores				Furriers - Fur Shops				Custom Tailors				Jewelry Stores				Millinery Stores				Other Accessory Stores				Florists							
		Total Stores	Total Full Time Employees	Total Proprietors	Total Net Sales (000 omitted)	Total Stores	Total Full Time Employees	Total Proprietors	Total Net Sales (000 omitted)	Total Stores	Total Full Time Employees	Total Proprietors	Total Net Sales (000 omitted)	Total Stores	Total Full Time Employees	Total Proprietors	Total Net Sales (000 omitted)	Total Stores	Total Full Time Employees	Total Proprietors	Total Net Sales (000 omitted)	Total Stores	Total Full Time Employees	Total Proprietors	Total Net Sales (000 omitted)	Total Stores	Total Full Time Employees	Total Proprietors	Total Net Sales (000 omitted)				
02-2-01	BUFFALO, N. Y.																																

OFFICE OF THE NATIONAL RECOVERY ADMINISTRATION
THE DIVISION OF REVIEW

THE WORK OF THE DIVISION OF REVIEW

Executive Order No. 7075, dated June 15, 1935, established the Division of Review of the National Recovery Administration. The pertinent part of the Executive Order reads thus:

> The Division of Review shall assemble, analyze, and report upon the statistical information and records of experience of the operations of the various trades and industries heretofore subject to codes of fair competition, shall study the effects of such codes upon trade, industrial and labor conditions in general, and other related matters, shall make available for the protection and promotion of the public interest an adequate review of the effects of the Administration of Title I of the National Industrial Recovery Act, and the principles and policies put into effect thereunder, and shall otherwise aid the President in carrying out his functions under the said Title.

The study sections set up in the Division of Review covered these areas: industry studies, foreign trade studies, labor studies, trade practice studies, statistical studies, legal studies, administration studies, miscellaneous studies, and the writing of code histories. The materials which were produced by these sections are indicated below.

Except for the Code Histories, all items mentioned below are scheduled to be in mimeographed form by April 1, 1936.

THE CODE HISTORIES

The Code Histories are documented accounts of the formation and administration of the codes. They contain the definition of the industry and the principal products thereof; the classes of members in the industry; the history of code formation including an account of the sponsoring organizations, the conferences, negotiations and hearings which were held, and the activities in connection with obtaining approval of the code; the history of the administration of the code, covering the organization and operation of the code authority, the difficulties encountered in administration, the extent of compliance or non-compliance, and the general success or lack of success of the code; and an analysis of the operation of code provisions dealing with wages, hours, trade practices, and other provisions. These and other matters are canvassed not only in terms of the materials to be found in the files, but also in terms of the experiences of the deputies and others concerned with code formation and administration.

The Code Histories, (including histories of certain NRA units or agencies) are not mimeographed. They are to be turned over to the Department of Commerce in typewritten form. All told, approximately eight hundred and fifty (850) histories will be completed. This number includes all of the approved codes and some of the unapproved codes. (In Work Materials No. 18, Contents of Code Histories, will be found the outline which governed the preparation of Code Histories.)

(In the case of all approved codes and also in the case of some codes not carried to final approval, there are in NRA files further materials on industries. Particularly worthy of mention are the Volumes I, II and III which constitute the material officially submitted to the President in support of the recommendation for approval of each code. These volumes

set forth the origination of the code, the sponsoring group, the evidence advanced to support the proposal, the report of the Division of Research and Planning on the industry, the recommendations of the various Advisory Boards, certain types of official correspondence, the transcript of the formal hearing, and other pertinent matter. There is also much official information relating to amendments, interpretations, exemptions, and other rulings. The materials mentioned in this paragraph were of course not a part of the work of the Division of Review.)

THE WORK MATERIALS SERIES

In the work of the Division of Review a considerable number of studies and compilations of data (other than those noted below in the Evidence Studies Series and the Statistical Materials Series) have been made. These are listed below, grouped according to the character of the material. (In Work Materials No. 17, Tentative Outlines and Summaries of Studies in Process, these materials are fully described).

Industry Studies

Automobile Industry, An Economic Survey of
Bituminous Coal Industry under Free Competition and Code Regulation, Economic Survey of
Construction Industry and NRA Construction Codes, the
Electrical Manufacturing Industry, The
Fertilizer Industry, The
Fishery Industry and the Fishery Codes
Fishermen and Fishing Craft, Earnings of
Foreign Trade under the National Industrial Recovery Act
  Part A - Competitive Position of the United States in International Trade 1927-29 through 1934.
  Part B - Section 3 (e) of NIRA and its administration.
  Part C - Imports and Importing under NRA Codes.
  Part D - Exports and Exporting under NRA Codes.
Forest Products Industries, Foreign Trade Study of the
Iron and Steel Industry, The
Knitting Industries, The
Leather and Shoe Industries, The
Lumber and Timber Products Industry, Economic Problems of the
Men's Clothing Industry, The
Millinery Industry, The
Motion Picture Industry, The
Migration of Industry, The: The Shift of Twenty-Five Needle Trades From New York State, 1926 to 1934
National Income, A study of,
Paper Industry, The
Production, Prices, Employment and Payrolls in Industry, Agriculture and Railway Transportation, January 1923, to date
Retail Trades Study, The
Rubber Industry Study, The
Statistical Background of NRA
Textile Industry in the United Kingdom, France, Germany, Italy, and Japan
Textile Yarns and Fabrics
Tobacco Industry, The
Wholesale Trades Study, The

Women's Apparel Industry, Some Aspects of the

Trade Practice Studies

Commodities, Information Concerning: A Study of NRA and Related Experiences in Control
Distribution, Manufacturers' Control of: A Study of Trade Practice Provisions in Selected NRA Codes
Design Piracy: The Problem and Its Treatment Under NRA Codes
Electrical Mfg. Industry: Price Filing Study
Fertilizer Industry: Price Filing Study
Geographical Price Relations Under Codes of Fair Competition, Control of
Minimum Price Regulation Under Codes of Fair Competition
Multiple Basing Point System in the Lime Industry: Operation of the
Price Control in the Coffee Industry
Price Filing Under NRA Codes
Production Control Under NRA Codes, Some Aspects of,
Resale Price Maintenance Legislation in the United States
Retail Price Cutting, Restriction of, with special Emphasis on The Drug Industry.
Trade Practice Rules of The Federal Trade Commission (1914-1936): A classification for comparison with Trade Practice Provisions of NRA Codes.

Labor Studies

Employment, Payrolls, Hours, and Wages in 115 Selected Code Industries 1933-1935
Hours and Wages in American Industry
Labor Program Under the National Industrial Recovery Act, The
Part A. Introduction
Part B. Control of Hours and Reemployment
Part C. Control of Wages
Part D. Control of Other Conditions of Employment
Part E. Section 7(a) of the Recovery Act
PRA Census of Employment, June, October,1933
Puerto Rico Needlework, Homeworkers Survey

Administrative Studies

Administrative and Legal Aspects of Stays, Exemptions and Exceptions, Code Amendments, Conditional Orders of Approval
Administrative Interpretations of NRA Codes
Administrative Law and Procedure under the NIRA
Agreements Under Sections 4(a) and 7(b) of the NIRA
Approved Codes in Industry Groups, Classification of
Basic Code, the -- (Administrative Order X-61)
Code Authorities and Their Part in the Administration of the NIRA
Part A. Introduction
Part B. Nature, Composition and Organization of Code Authorities
Part C. Activities of the Code Authorities
Part D. Code Authority Finances
Part C. Summary and Evaluation
9675.

Code Compliance Activities of the NRA
Code Making Program of the NRA in the Territories, The
Code Provisions and Related Subjects, Policy Statements Concerning
Content of NIRA Administrative Legislation
  Part A. Executive and Administrative Orders
  Part B. Labor Provisions in the Codes
  Part C. Trade Practice Provisions in the Codes
  Part D. Administrative Provisions in the Codes
  Part E. Agreements under Sections 4(a) and 7(b)
  Part F. A Type Case: The Cotton Textile Code
Labels Under NRA, A Study of
Model Code and Model Provisions for Codes, Development of
National Recovery Administration, The: A Review and Evaluation of its Organization and Activities
NRA Insignia
President's Reemployment Agreement, The
President's Reemployment Agreement, Substitutions in Connection with the
Prison Labor Problem under NRA and the Prison Compact, The
Problems of Administration in the Overlapping of Code Definitions of Industries and Trades, Multiple Code Coverage, Classifying Individual Members of Industries and Trades
Relationship f NRA to Government Contracts and Contracts Involving the Use of Government Funds
Relationship of NRA with other Federal Agencies
Relationship of NRA with States and Muncipalities
Sheltered Workshops Under NRA
Uncodified Industries: A Study of Factors Limiting the Code Making Program

Legal Studies

Anti-Trust Laws and Unfair Competition
Collective Bargaining Agreements, the Right of Individual Employees to Enforce Provisions of
ommerce Clause, Possible Federal Regulation of the Employer-Employee Relationship Under the
Delegation of Power, Certain Phases of the Principle of, with Reference to Federal Industrial Regulatory Legislation
Enforcement, Extra-Judicial Methods of
Federal Regulation through the Joint Employment of the Power of Taxation and the Spending Power
Government Contract Provisions as a Means of Establishing Proper Econ mic Standards, Legal Memorandum on Possibility of
Intrastate Activities Which so Affect Interstate Commerce as to Bring them Under the Commerce Clause, Cases on
Legislative Possibilities of the State Constitutions
Post Office and Post Road Power -- Can it be Used as a Means of Federal Industrial Regulation?
State Recovery Legislation in Aid of Federal Recovery Legislation History and Analysis
Tariff Rates to Secure Proper Standards of Wages and Hours, the Possibility of Variation in
Trade Practices and the Anti-Trust Laws
Treaty Making Power of the United States
War Power, Can it be Used as a Means of Federal Regulation of Child Labor?
9675.

THE EVIDENCE STUDIES SERIES

The Evidence Studies were originally undertaken to gather material for pending court cases. After the Schechter decision the project was continued in order to assemble data for use in connection with the studies of the Division of Review. The data are particularly concerned with the nature, size and operations of the industry; and with the relation of the industry to interstate commerce. The industries covered by the Evidence Studies account for more than one-half of the total number of workers under codes. The list of these studies follows:

Automobile Manufacturing Industry
Automotive Parts and Equipment Industry
Baking Industry
Boot and Shoe Manufacturing Industry
Bottled Soft Drink Industry
Builders' Supplies Industry
Canning Industry
Chemical Manufacturing Industry
Cigar Manufacturing Industry
Coat and Suit Industry
Construction Industry
Cotton Garment Industry
Dress Manufacturing Industry
Electrical Contracting Industry
Electrical Manufacturing Industry
Fabricated Metal Products Mfg. Industry and
Metal Finishing and Metal Coating Industry
Fishery Industry
Furniture Manufacturing Industry
General Contractors Industry
General Contractors Industry
Graphic Arts Industry
Graphic Arts Industry
Gray Iron Foundry Industry
Hosiery Industry
Infant's and Children's Wear Industry
Iron and Steel Industry
Leather Industry
Lumber and Timber Products Industry
Mason Contractors Industry
Men's Clothing Industry
Motion Picture Industry
Motor Vehicle Retailing Trade
Needlework Industry of Puerto Rico
Painting and Paperhanging Industry
Photo Engraving Industry
Plumbing Contracting Industry
Retail Lumber Industry
Retail Trade Industry
Retail Tire and Battery Trade Industry
Rubber Manufacturing Industry
Rubber Tire Manufacturing Industry
Shipbuilding Industry
Silk Textile Industry
Structural Clay Products Industry
Throwing Industry
Trucking Industry
Waste Materials Industry
Wholesale and Retail Food Industry
Waste Materials Industry
Wholesale and Retail Food Industry
Wholesale Fresh Fruit and Vegetable Industry
Wool Textile Industry

THE STATISTICAL MATERIALS SERIES

This series is supplementary to the Evidence Studies Series. The reports include data on establishments, firms, employment, payrolls, wages, hours, production capacities, shipments, sales, consumption, stocks, prices, material costs, failures, exports and imports. They also include notes on the principal qualifications that should be observed in using the data, the technical methods employed, and the applicability of the material to the study of the industries concerned. The following numbers appear in the series:
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Asphalt Shingle and Roofing Industry
Business Furniture
Candy Manufacturing Industry
Carpet and Rug Industry
Cement Industry
Cleaning and Dyeing Trade
Coffee Industry
Copper and Brass Mill Products Industry
Cotton Textile Industry
Electrical Manufacturing Industry
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Fertilizer Industry
Funeral Supply Industry
Glass Container Industry
Ice Manufacturing Industry
Knitted Outerwear Industry
Paint, Varnish, and Lacquer, Mfg. Industry
Plumbing Fixtures Industry
Rayon and Synthetic Yarn Producing Industry
Salt Producing Industry